

Report on 1970

AR30

Ogilvy  
&  
Mather  
In Canada

TORONTO

88 University Avenue, Toronto 1, Ontario  
(416) 362-7711

MONTREAL

• Place du Canada, Montreal 3, Quebec  
(514) 866-6961

# Report on 1970

## Growth

In 1970 Ogilvy & Mather (Canada) Ltd. celebrated its tenth anniversary. In ten years income grew tenfold, from \$278,000 to \$2,862,000 in 1970. Profits before taxes and profit sharing increased from \$27,000 in 1961 to \$487,000 in 1970.

In ten years we have become a well-known, well-established, mature advertising agency with a portfolio of distinguished clients. Our future growth depends on our ability to serve them with energy, enthusiasm and advertising of the highest quality.

1970 was a difficult year for most businesses. We were not exempt from the economic downturn. However, our income continued to grow, increasing by 10.9 percent over 1969. Additional assignments and new clients—three in Toronto,

### OGILVY & MATHER (CANADA) LTD. FIVE YEAR EARNINGS SUMMARY

Thousands of Dollars

	YEAR ENDED DECEMBER 31,				
	1966	1967	1968	1969	1970
Capitalized Billings.....	\$ 10,400	\$ 12,427	\$ 13,727	\$ 16,860	\$ 18,833
Fee and Commission Income.....	\$ 1,560	\$ 1,864	\$ 2,059	\$ 2,529	\$ 2,825
Other Income.....	20	19	31	52	37
	<u>1,580</u>	<u>1,883</u>	<u>2,090</u>	<u>2,581</u>	<u>2,862</u>
Salaries & Other Employee Benefits.....	987	1,115	1,230	1,433	1,628
Office, General and Other Expenses.....	336	456	510	692	747
	<u>1,323</u>	<u>1,571</u>	<u>1,740</u>	<u>2,125</u>	<u>2,375</u>
Profit Before Profit Sharing and Taxes.....	257	312	350	456	487
Employee Profit Sharing.....	77	96	108	125	140
Provision for Taxes on Income.....	84	101	128	175	182
	<u>161</u>	<u>197</u>	<u>236</u>	<u>300</u>	<u>322</u>
NET PROFIT.....	\$ 96	\$ 115	\$ 114	\$ 156	\$ 165

two in Montreal, two in our Special Accounts group—provided our growth. Before tax profits were the highest we have so far reached. Our Montreal office now offers full agency services and is growing to our satisfaction. In 1970 it accounted for a significantly larger share of our income.

Ogilvy & Mather has always had a clear point of view on the practice and ethics of advertising. Breaking new ground in advertising is given top priority. The series of television specials we conceived and commissioned for London Life (The Human Journey programs) were an important programming and educational breakthrough in the present TV season. We hope that other advertisers and broadcast organizations will venture into useful and mature programming.

## Outlook for 1971

1971 is still a year of uncertainty for the business community in Canada. We are optimistic that our rate of growth will not be impeded. At a time of economic difficulty the advertising philosophy we practice yields good results. We have always held that advertising has to prove itself by its contribution to clients' sales. We have not retreated from this position in the past few years when the cult of creativity was having its frolicsome, award-winning heyday. We note with great pleasure that in the current economic climate a measure of sanity is returning to the making of advertising.

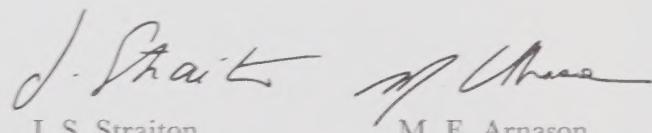
In this report we are starting a new policy of disclosing the financial results of the Canadian agency. We believe that since we serve important corporations, and since our work is scrutinized by government and the public, the financial results

of our operations should be open to everyone. We invite other advertising agencies to follow our example.

As part of Ogilvy & Mather International, we benefit from the flow of ideas and exchange of personnel between countries. Our Canadian company handles several international assignments out of its Toronto and Montreal offices. Operating from Canada we will continue to develop our business in the Northern United States wherever we think we can offer more economy and greater quality of service than is available to many advertisers in that area.

In July 1970, we elected an all-Canadian Board of Directors. As the year drew to a close we announced the appointment of Morley Arnason as Managing Director, replacing Robert Miller, who became Chairman of Heumann, Ogilvy & Mather in Germany.

We would like to pay tribute to the talent, loyalty and devotion of our staff in these trying times. They have earned our clients' continued confidence in us, and have thus ensured our progress over the years. We thank our clients for their support. We shall continue to serve them to the best of our ability.



J. S. Straiton  
President and  
Creative Head

M. E. Arnason  
Managing Director

# Magazine and Newspaper Advertisements

Mercedes-Benz

House of Seagram

**Food** you never had it so good.  
Fresher fish, crispier celery, brighter lunches.  
Read CIP's secret recipes for better flavour.

**cip**






**cip** Canadian International Paper Company

Canadian International Paper

# Introducing the Hertz 747

Hertz International

Johnson & Johnson

## Canadian Industries Limited

Monarch Fine Foods

London Life

<p><b>15 reasons why we believe Merrill Lynch and Royal Securities are uncommonly qualified to be your Investment Information Centre.</b></p>	
<b>R</b> esearch, <b>R</b> esponsiveness, <b>R</b> esponsibility, <b>R</b> espect, <b>R</b> esponsibility, <b>R</b> esponsibility.	<b>7</b> The most complete and up-to-date <b>Research</b> in the industry. <b>8</b> The most responsive <b>Customer Service</b> in the industry. <b>9</b> The most comprehensive <b>Investment Information</b> in the industry. <b>10</b> The most <b>Responsible</b> <b>Investment Management</b> in the industry. <b>11</b> The most <b>Responsible</b> <b>Brokerage</b> in the industry. <b>12</b> The most <b>Responsible</b> <b>Underwriting</b> in the industry. <b>13</b> The most <b>Responsible</b> <b>Corporate Finance</b> in the industry. <b>14</b> The most <b>Responsible</b> <b>Banking</b> in the industry. <b>15</b> The most <b>Responsible</b> <b>Investment Banking</b> in the industry.
<p><b>1</b> We have the largest <b>Research</b> department in the industry.</p> <p><b>2</b> We have the most <b>Investment Information</b> in the industry.</p> <p><b>3</b> We have the most <b>Corporate Finance</b> in the industry.</p> <p><b>4</b> We have the most <b>Banking</b> in the industry.</p> <p><b>5</b> We have the most <b>Underwriting</b> in the industry.</p> <p><b>6</b> We have the largest <b>Brokerage</b> in the industry.</p> <p><b>7</b> We have the most <b>Responsible</b> <b>Investment Management</b> in the industry.</p> <p><b>8</b> We have the most <b>Responsible</b> <b>Corporate Finance</b> in the industry.</p> <p><b>9</b> We have the most <b>Responsible</b> <b>Banking</b> in the industry.</p> <p><b>10</b> We have the most <b>Responsible</b> <b>Underwriting</b> in the industry.</p> <p><b>11</b> We have the most <b>Responsible</b> <b>Brokerage</b> in the industry.</p> <p><b>12</b> We have the most <b>Responsible</b> <b>Investment Banking</b> in the industry.</p> <p><b>13</b> We have the most <b>Responsible</b> <b>Corporate Finance</b> in the industry.</p> <p><b>14</b> We have the most <b>Responsible</b> <b>Banking</b> in the industry.</p> <p><b>15</b> We have the most <b>Responsible</b> <b>Investment Management</b> in the industry.</p>	
<p>What is an <b>Investment Information Centre</b>?</p> <p>It's a place where you can get the kind of information you need to make informed investment decisions. It's a place where you can get the kind of information you need to make informed investment decisions. It's a place where you can get the kind of information you need to make informed investment decisions. It's a place where you can get the kind of information you need to make informed investment decisions. It's a place where you can get the kind of information you need to make informed investment decisions.</p>	
<p>Left are the 15 more <b>Responsible</b> <b>Investment Information Centres</b> in your community. To learn more about them, call your local <b>Merrill Lynch</b> or <b>Royal Securities</b> office.</p>	

Merrill Lynch

## Shell—Farm Service

**Anti-Stripes** (top left): A man in a light-colored shirt with a large, diamond-shaped patterned tie. He is looking up and to the right.

**Shades of Versailles** (top right): A man in a light-colored shirt with a subtle, multi-colored striped pattern. He is looking down at a small object in his hands.

**Law in** (bottom left): A man in a dark shirt with vertical stripes and a solid-colored tie. He is looking directly at the camera.

**Conqueror** (bottom right): A man in a dark shirt with a subtle, multi-colored striped pattern. He is looking down at a small object in his hands.

**A guide to the new fashions in shirts**

Halfway up page 100: **Anti-Stripes** (top left), **Shades of Versailles** (top right), **Law in** (bottom left), **Conqueror** (bottom right)

Bottom left: **Baroque** (bottom left), **Geometric** (bottom right)

Hathaway

Campbell Soup

General Foods

Eagle/Northrite

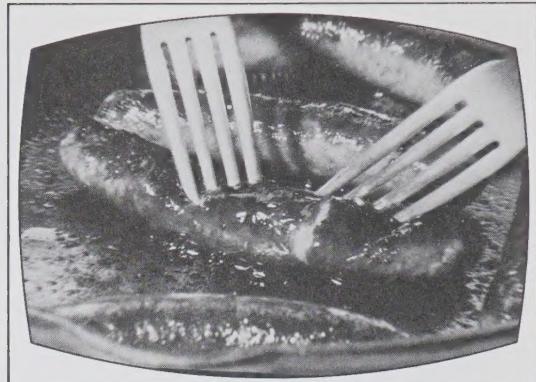
## General Foods

## Formosa Spring Brewery

# Television Commercials



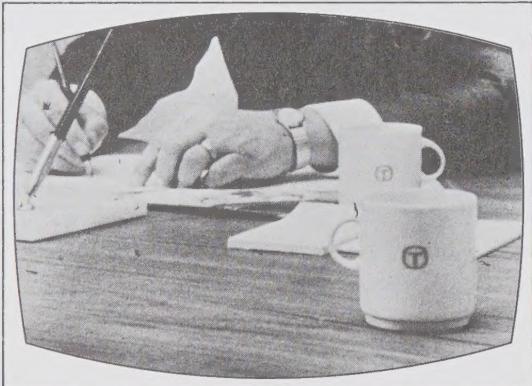
Warner Lambert—Bromo Seltzer



Bourassa—Belle Fermière



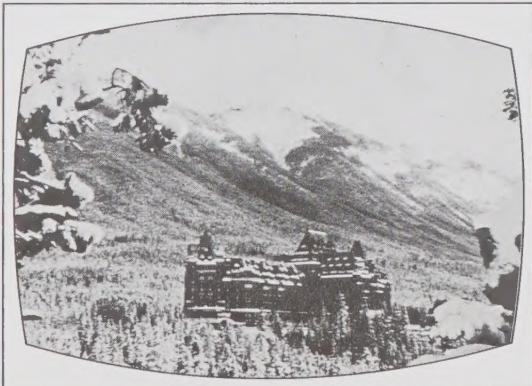
Cadbury Schweppes Powell



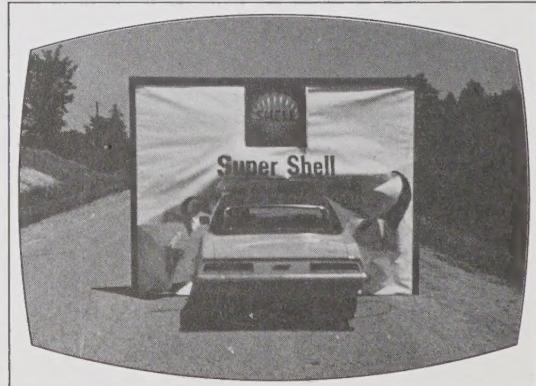
Traders—Trans Canada



Lever Detergents



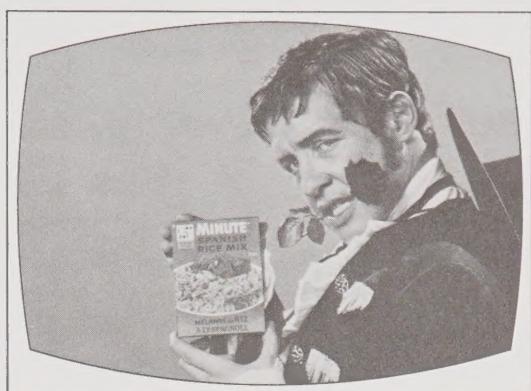
American Express—Card Division



Shell Canada



Shepherd Casters



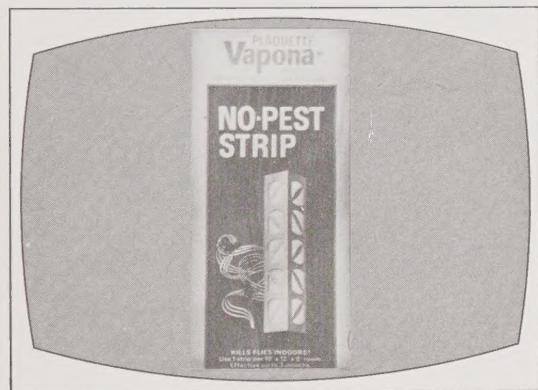
General Foods



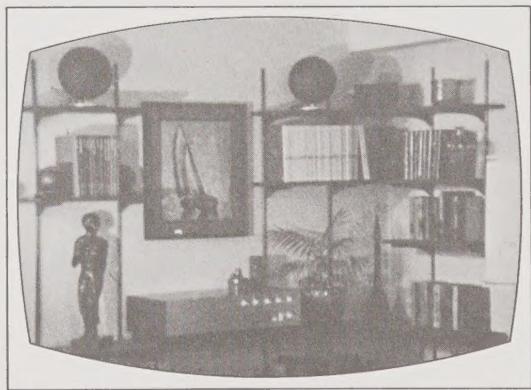
Rowntree



Bristol Myers



Shell Canada



Knape & Vogt



Campbell Soup

Ogilvy  
&  
Mather

Canada Ltd.

